

F/G. 1

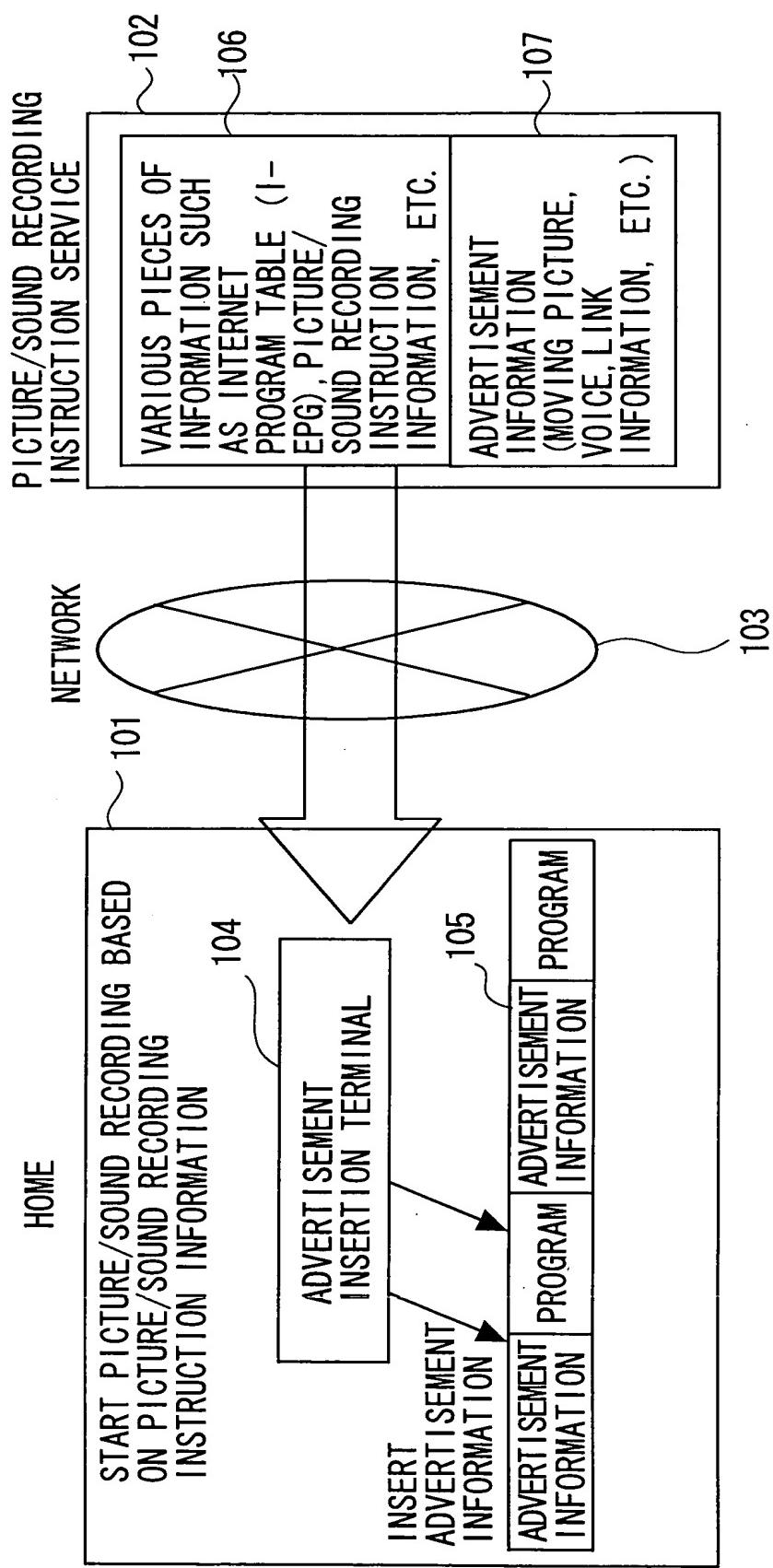


FIG. 2

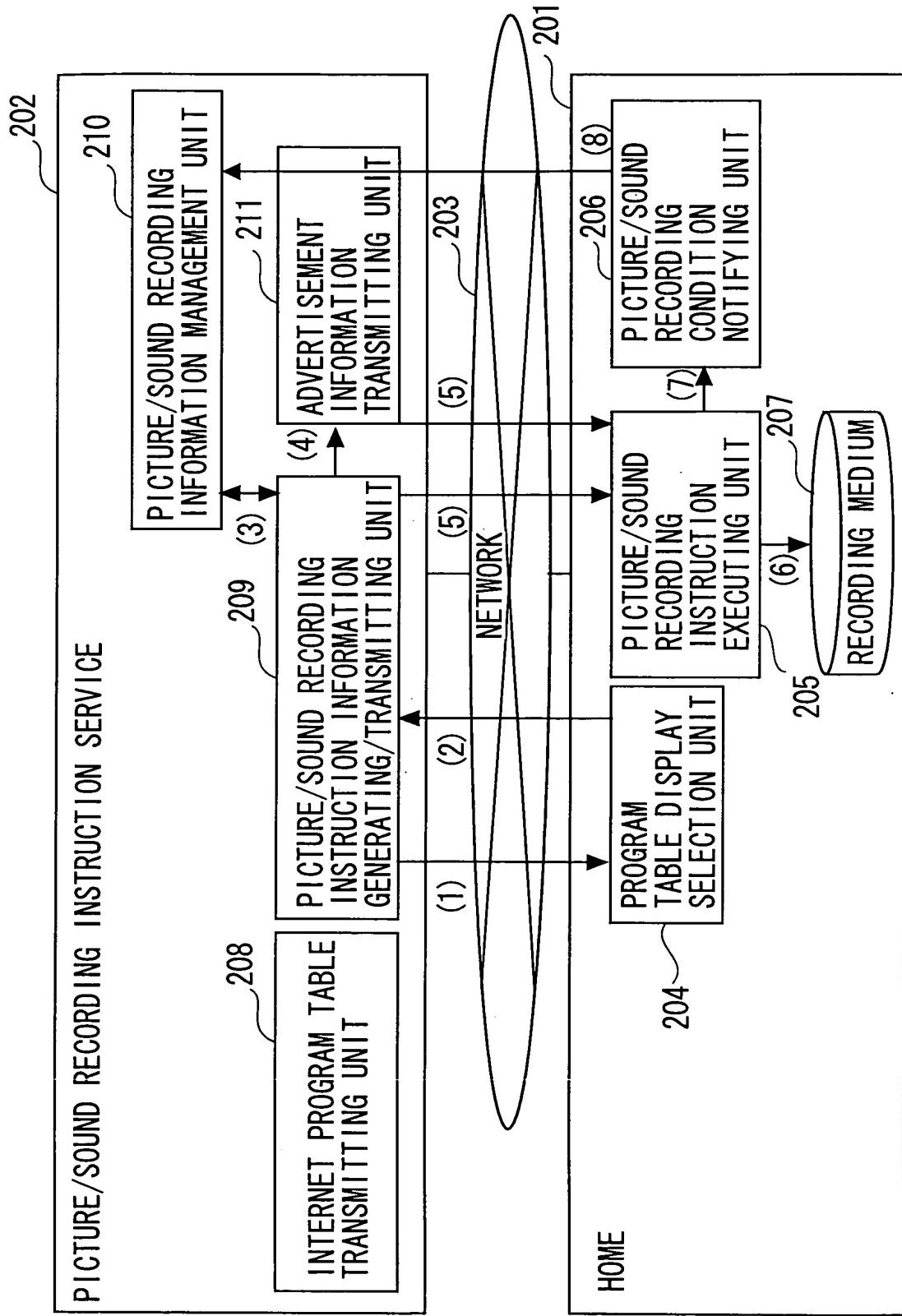
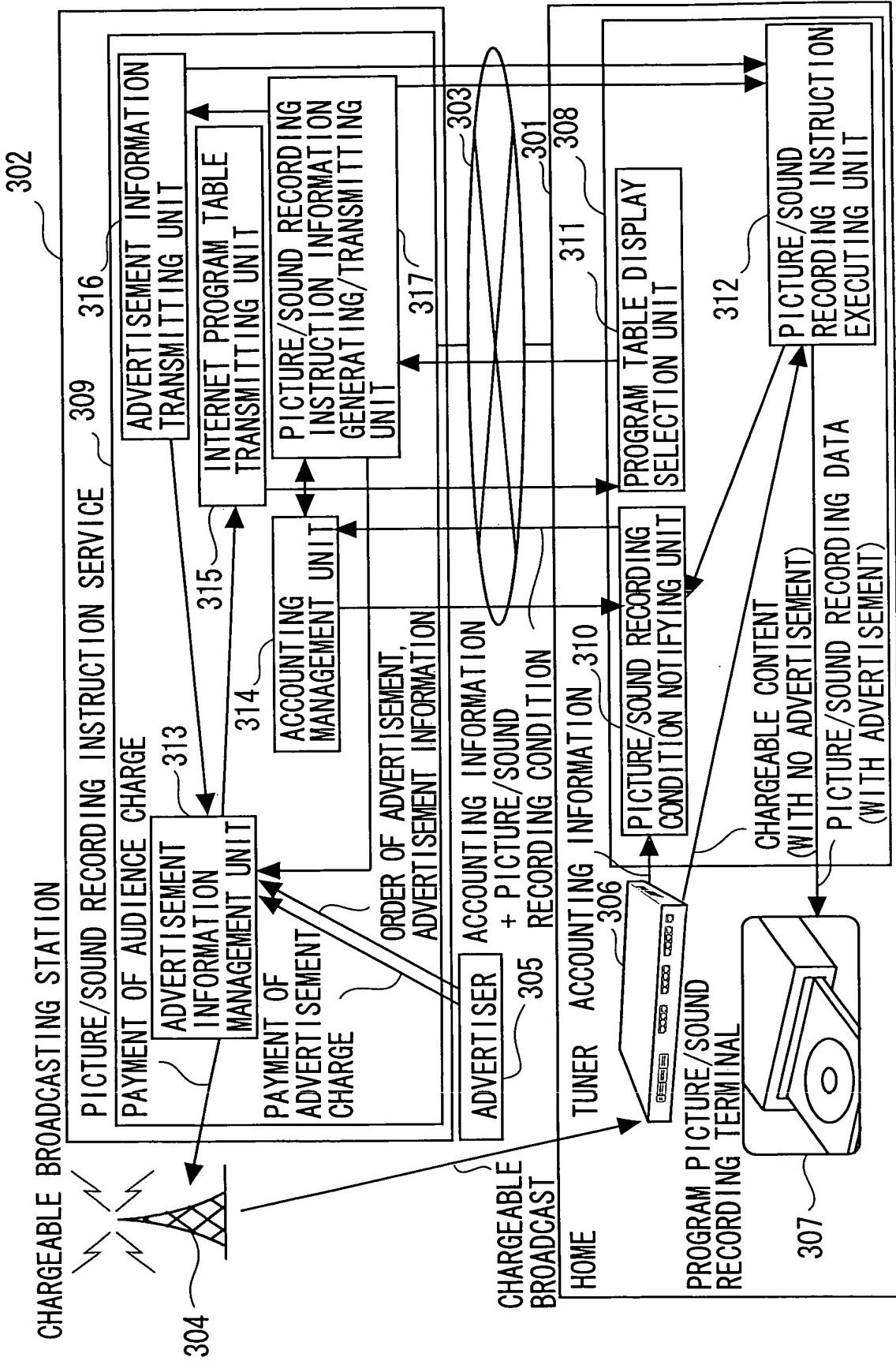
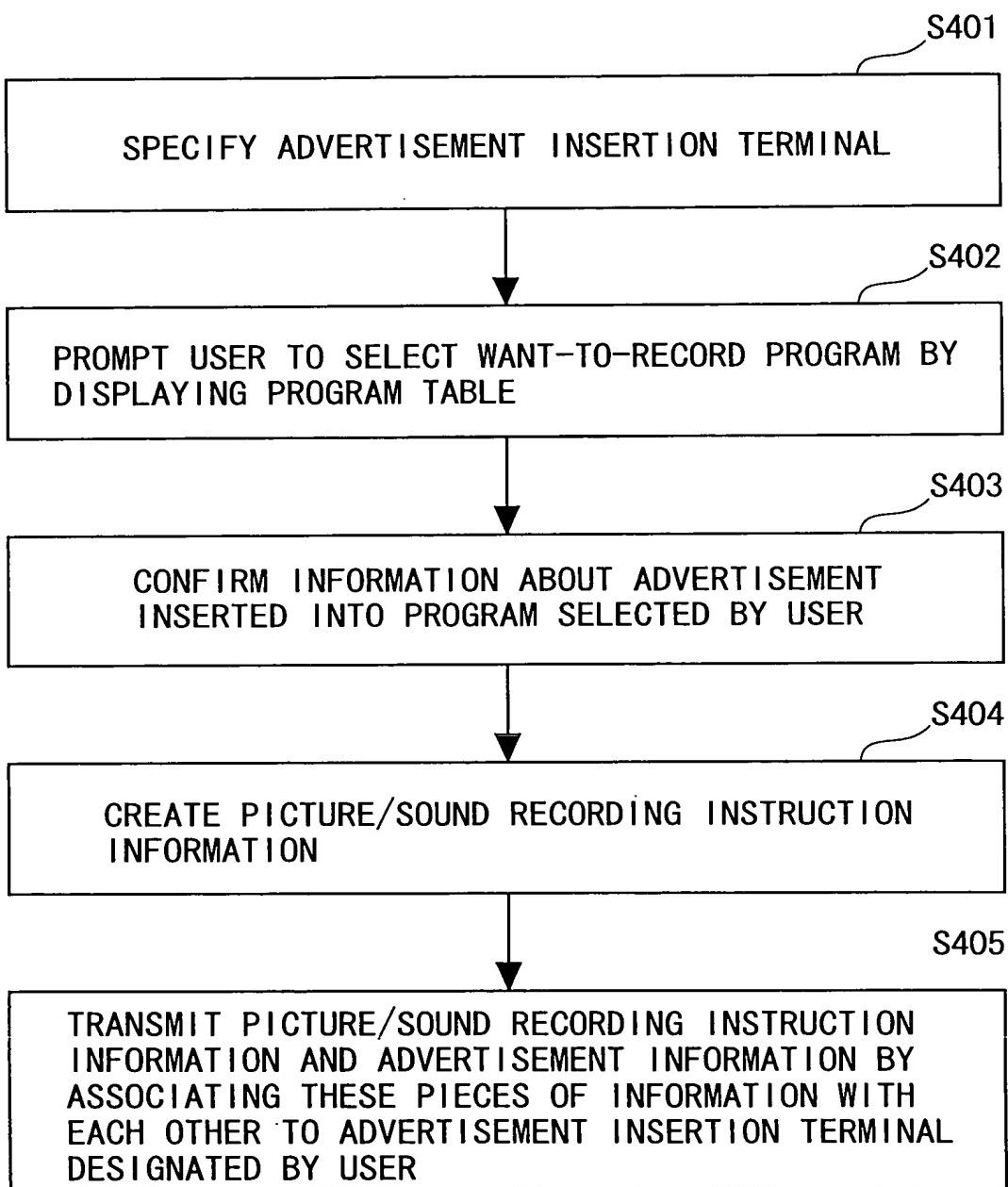


FIG. 3



*FIG. 4*



*FIG. 5A*

2003/10/10	START	END	BS01	BS08	CS01	CS08	CS11
9:00	10:00	PROGRAM INFORMATION 1	PROGRAM INFORMATION 11	PROGRAM INFORMATION 21	PROGRAM INFORMATION 31	PROGRAM INFORMATION 41	PROGRAM INFORMATION 41
10:00	10:30	PROGRAM INFORMATION 2	PROGRAM INFORMATION 12	PROGRAM INFORMATION 22	PROGRAM INFORMATION 32	PROGRAM INFORMATION 42	PROGRAM INFORMATION 42
10:30	11:00	PROGRAM INFORMATION 3	PROGRAM INFORMATION 13	PROGRAM INFORMATION 23	PROGRAM INFORMATION 33	PROGRAM INFORMATION 43	PROGRAM INFORMATION 43
11:00	12:00	PROGRAM INFORMATION 4	PROGRAM INFORMATION 14	PROGRAM INFORMATION 24	PROGRAM INFORMATION 34	PROGRAM INFORMATION 44	PROGRAM INFORMATION 44
...	...	PROGRAM INFORMATION 5	PROGRAM INFORMATION 15	PROGRAM INFORMATION 25	PROGRAM INFORMATION 35	PROGRAM INFORMATION 45	PROGRAM INFORMATION 45
...	...	PROGRAM INFORMATION 6	PROGRAM INFORMATION 16	PROGRAM INFORMATION 26	PROGRAM INFORMATION 36	PROGRAM INFORMATION 46	PROGRAM INFORMATION 46
...	...	PROGRAM INFORMATION 7	PROGRAM INFORMATION 17	PROGRAM INFORMATION 27	PROGRAM INFORMATION 37	PROGRAM INFORMATION 47	PROGRAM INFORMATION 47
...	...	PROGRAM INFORMATION 8	PROGRAM INFORMATION 18	PROGRAM INFORMATION 28	PROGRAM INFORMATION 38	PROGRAM INFORMATION 48	PROGRAM INFORMATION 48
...	...	PROGRAM INFORMATION 9	PROGRAM INFORMATION 19	PROGRAM INFORMATION 29	PROGRAM INFORMATION 39	PROGRAM INFORMATION 49	PROGRAM INFORMATION 49
...	...	...	...	...	...	...	...

503

501

502

504

*FIG. 5B*

PROGRAM INFORMATION	
PROGRAM CATEGORY	SCIENCE PROGRAM
PROGRAM CODE	TV01234
PROGRAM NAME	BLUE EARTH
PROGRAM CONTENT	WATCHED FROM UNIVERSE
AUDIENCE CHARGE	100 YEN
DVERTISEMENT PREFERENTIAL CHARGE	25 YEN DISCOUNTED
PICTURE/SOUND RECORDING INSTRUCTION	INFORMATION

FIG. 6A

ADVERTISING INFORMATION MANAGEMENT TABLE

ADVERTISING INFORMATION MANAGEMENT TABLE							
PROGRAM OR CATEGORY	PREDICTED DISTRIBUTION COUNT IDENTIFYING INFORMATION	BIDDING ADVERTISER IDENTIFYING INFORMATION	DESIRED MAX NUMBER ADVERTISEMENT COUNT	DISTRIBUTION PRIORITY	BIDDING PRICE	ADVERTISMENT INFORMATION IDENTIFICATION CODE	DISTRIBUTION PREDICTED ADVERTISEMENT COUNT
IRON MAN OF RE-FIRM (SPECIFIED PROGRAM)	150000	①30 SEC BINGO-KUN CORP	100000	①RANGE 10 ②RANGE 5	①RANGE 10 YEN ②RANGE 5 YEN	/temp/koukoku1234.jpg	①RANGE 100000
		②30 SEC TEKKEN CORP.	1000000	①RANGE 8 ②RANGE 6	①RANGE 8 YEN ②RANGE 6 YEN	/temp/koukoku1192.jpg	①RANGE 0 ②RANGE 150000
		③30 SEC MITUBOSHI-RINGYOU CORP.	100000	①RANGE 9	①RANGE 9 YEN	/temp/koukoku1274.jpg	①RANGE 50000
		④0 SEC					0
(2)							
SCIENCE PROGRAM (CATEGORY)	1000000	①30 SEC OTONA-NO-KAGAKU CORP.	1500000	①RANGE 5 ②RANGE 2	①RANGE 5 YEN ②RANGE 2 YEN	/cm/koukoku4592.jpg	①RANGE 1000000 ②RANGE 500000
		②30 SEC SHINKAI KAIHATU JIGOU-DAN CORP.	1000000	①RANGE 3	①RANGE 3 YEN	/cm/koukoku0123.jpg	①RANGE 0
		③30 SEC AROESU SPACE CORP.	100000	①RANGE 3 ②RANGE 2	①RANGE 3 YEN ②RANGE 2 YEN	/cm/koukoku1764.jpg	①RANGE 0 ②RANGE 100000
		④0 SEC					

FIG. 6B

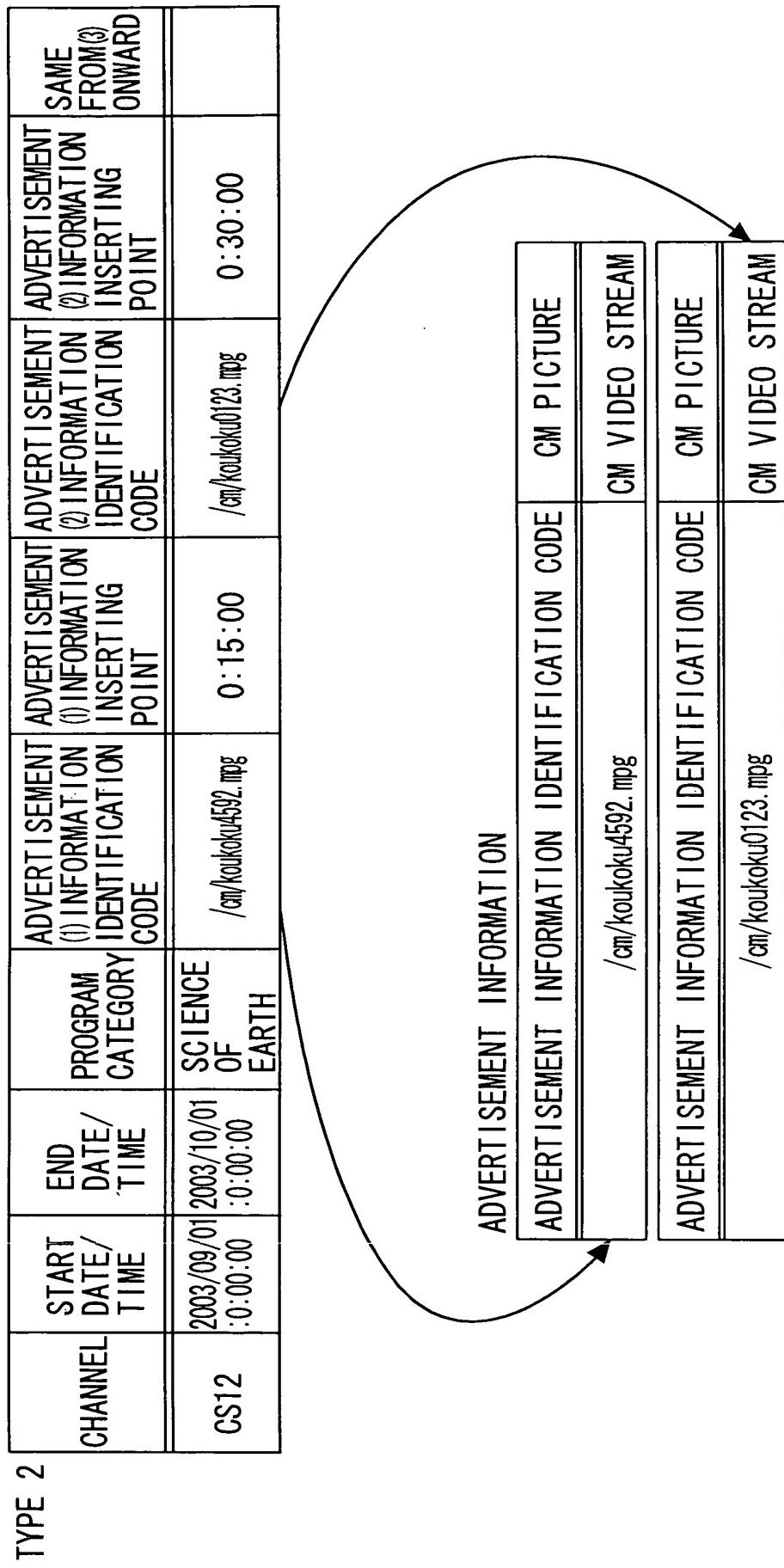
## CUSTOMER COMPANY DEMAND DESTINATION INFORMATION

*FIG. 7A*

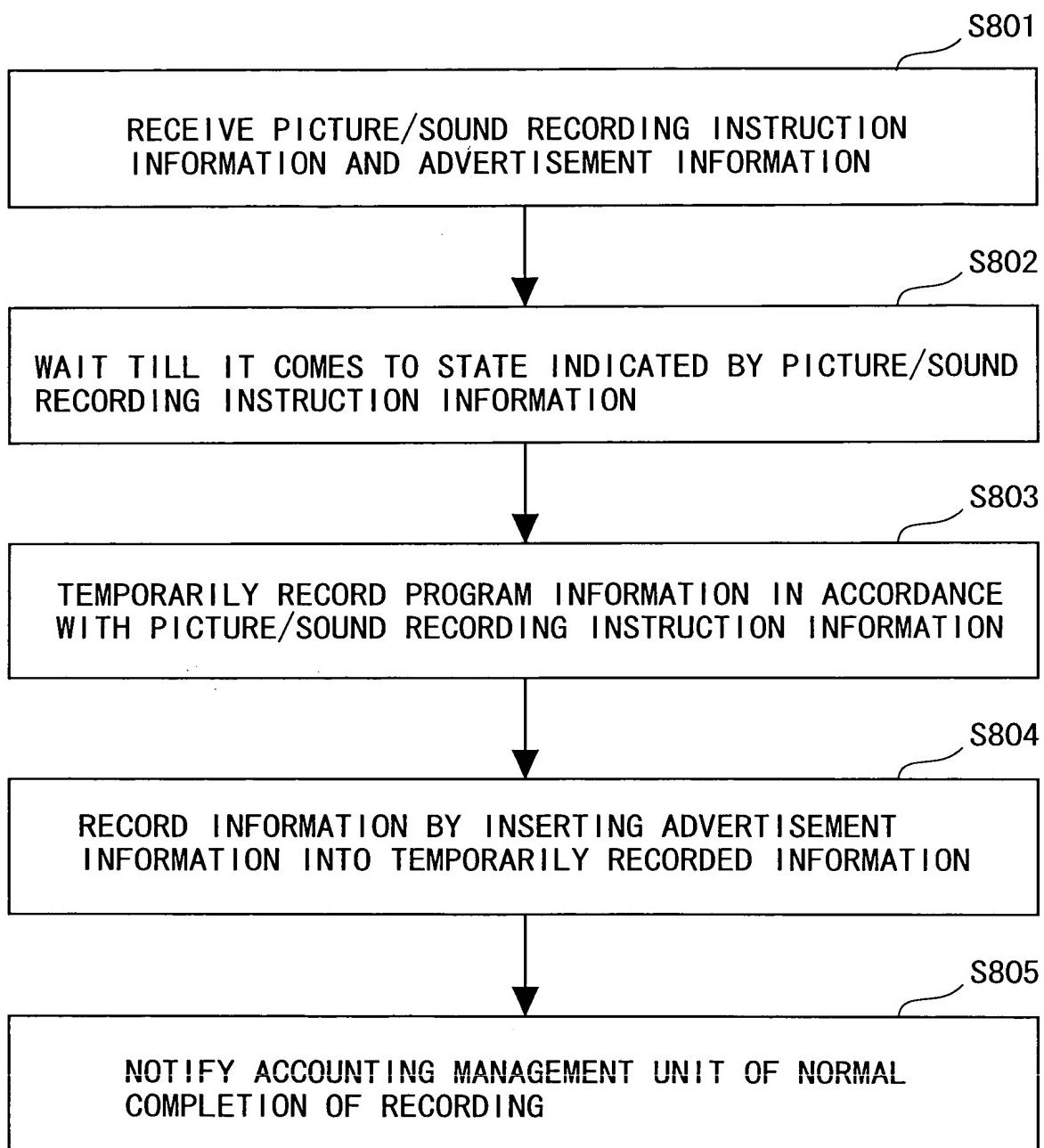
STRUCTURE OF PICTURE/SOUND RECORDING INSTRUCTION INFORMATION

TYPE	CHANNEL	START DATE/ TIME	END DATE/ TIME	PROGRAM CODE	ADVERTISMENT (1) INFORMATION IDENTIFICATION CODE	ADVERTISMENT (2) INFORMATION INSERTING POINT	ADVERTISMENT (2) INFORMATION IDENTIFICATION CODE	SAME FROM(3) ONWARD
1	CS12	2003/10/10 9:00:00	2003/10/10 9:58:00	TV01234	/temp/koukokutv24.mpg	0:15:00	/temp/koukokutv92.mpg	0:30:00

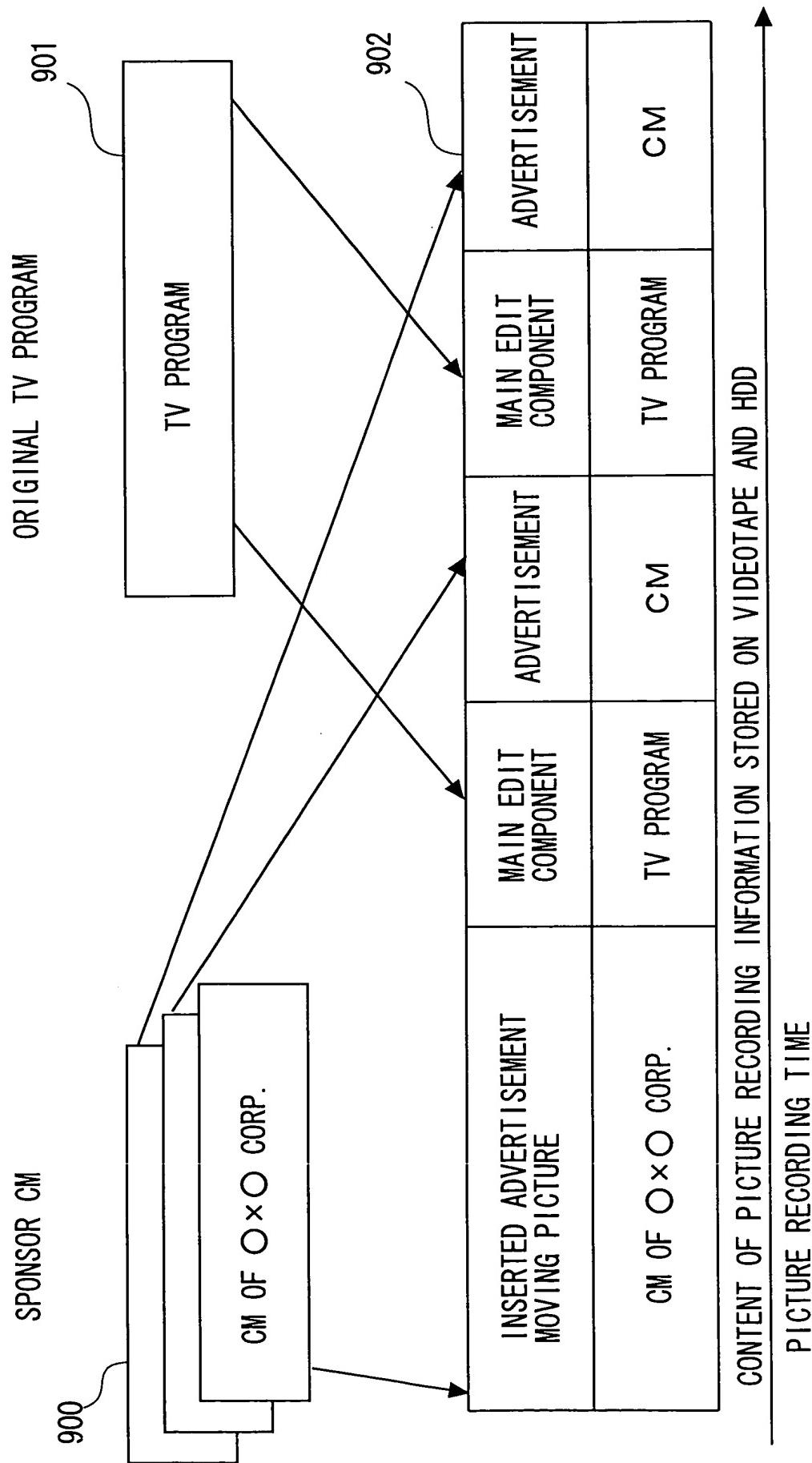
*FIG. 7B*



*FIG. 8*



*FIG. 9*



*FIG. 10*

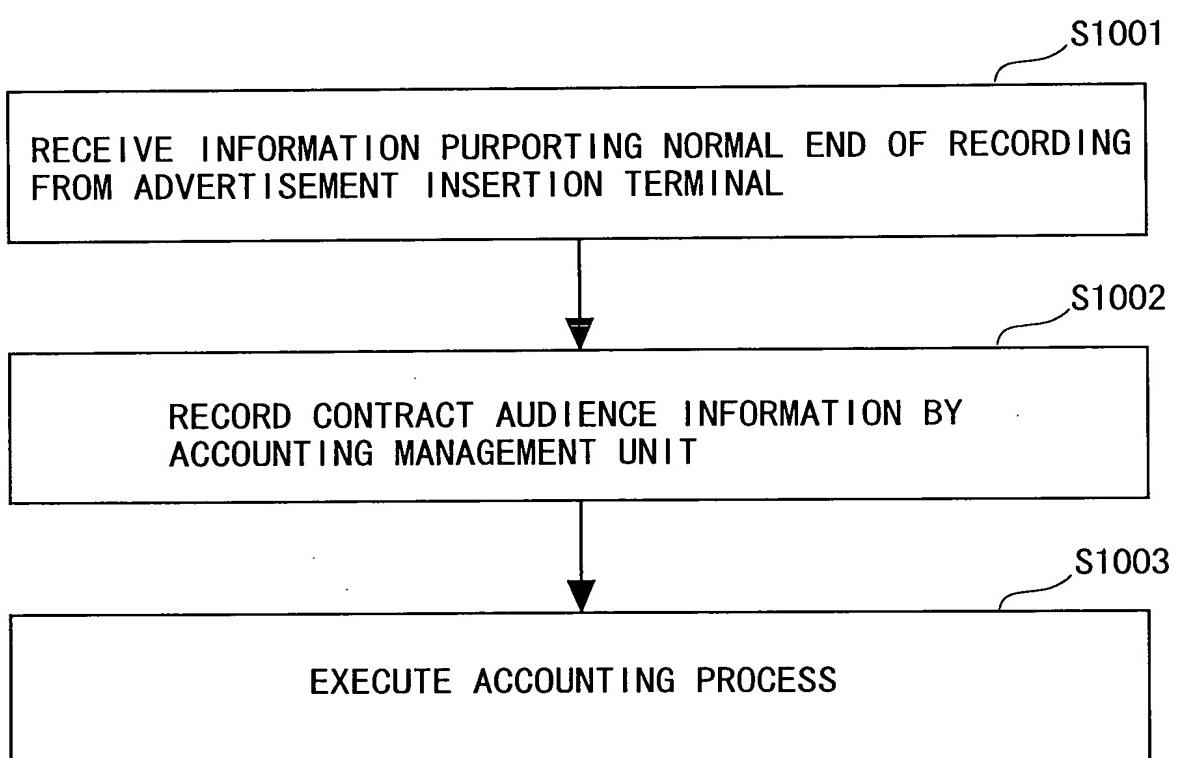


FIG. 11

(a) CONTRACT AUDIENCE INFORMATION

INDIVIDUAL SPECIFYING ID	AUDIENCE PROGRAM	BROADCASTING DATE	CHANNEL	PROGRAM CODE	DISTRIBUTION ADVERTISEMENT CHARGE	RECEIPT CONFIRMED	PAYMENT OF ADVERTISEMENT EXPENDITURE
0X012345	IRON MAN OF RE-FIRM	2002/8/20	CS12	CS1201234	25YEN	NOT CONFIRMED	NOT PAID
	EXPEDITION TO MARS	2002/8/20	BS1	BS0101234	13YEN	NOT CONFIRMED	NOT PAID
	OLD TALES OF THE WORLD	2002/8/20	CS22	CS2201234	10YEN	NOT CONFIRMED	NOT PAID
	NOTHING-NOTHING GRAND DICTIONARY	2002/8/20	CS55	CS5501234	20YEN	NOT CONFIRMED	NOT PAID
	RELAY BROADCAST OF PROFESSIONAL BASEBALL	2002/8/21	CS12	CS1201234	5 YEN	NOT CONFIRMED	NOT PAID
	PROFESSIONAL WRESTLING	2002/8/21	CS32	CS3201234	8 YEN	NOT CONFIRMED	NOT PAID
	INTRODUCTION OF CHIBA SIGHTSEEING SPOT	2002/8/21	CS11	CS1101234	9 YEN	NOT CONFIRMED	NOT PAID
	INTRODUCTION OF HAKONE HOT SPRING	2002/8/21	CS08	CS0801234	3 YEN	NOT CONFIRMED	NOT PAID

(b) INDIVIDUAL SPECIFYING INFORMATION, ID

ID	O × O 12345
NAME	O-YAMA X-0
ADDRESS	XX-△△, 00-WARD, TOKYO
TELEPHONE NUMBER	DESTINATION OF MONEY TRANSFER
BANK ACCOUNT	0X0△△, 00-BRANCH, △△-BANK,
DESTINATION OF PAYMENT AGENT	△△△CORP